

Message Text

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44

ACTION AF-08

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R 191018Z AUG 76
FM AMEMBASSY ACCRA
TO USDOC WASHDC
INFO SECSTATE WASHDC 4007

UNCLAS ACCRA 6130

E.O. 11652: N/A
TAGS: BEXP GH
SUBJ: WTDR/FTI - UNIVERSITY BOOKSHOP

REF: USDOC 12589

1. GHANA 2. CNTRY CODE: 749 3. SER. NO: 0001700

4. UNIVERSITY BOOKSHOP

4A. CODE: K 4B. CODE: A

5. P.O. BOX 1; UNIVERSITY SQUARE

6. LEGON, GHANA

7. EST. 1950 8. EMPL: 34 9. SIZE: (19-X) LARGE

10. REPUTATION: (22-X) EXCELLENT

11. IMPORTS MAINLY FROM THE U.S. AND EKDAK3*, AND OCCASIONALLY EXPOR
TS

GHANAIAN PUBLICATIONS TO THOSE COUNTRIES AND OTHERS IN AFRICA.
BOOKSHOP IS LOCATED ON UNIVERSITY CAMPUS ABOUT 7 MILES FROM
DOWNTOWN ACCRA; ENJOYS LARGE GENERAL CLIENTELE IN ADDITION TO
STUDENT CUSTOMERS.

12. RPT DATE: 08/76

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13A. 27310/1345 IMP DIST EXP OF BOOKS

13B. 26400/135 IMP DIST OF STATIONERY AND MISC. OFFICE SUPPLIES

13C. 26216/135 IMP DIST OF WRITING AND RELATED PAPERS

13D. 36520/135 IMP DIST OF PHONOGRAPH RECORDS

13E. 39500/135 IMP DIST OF PENS, PENCILS, OFFICE AND ART EQUIPMENT

13F. 27710/135 IMP DIST OF GREETING CARDS

14. CONTACT: MR. SAMUEL O. COFIE TITLE: MANAGER

15. CABLE: NONE 16. TELEX: NONE 17. TEL: 75381

18. FINANCIAL REF: GHANA COMMERCIAL BANK, P.O. BOX 17, LEGON, GHANA

19. TRADE REFS: JOHN WILEY AND SONS, INC., 605 THIRD AVE., NEW YORK, N.Y. 10016; CAMBRIDGE UNIVERSITY PRESS, BENTLEY HOUSE, 200 EUSTON RD., LONDON, NW1 2DB.; OXFORD UNIVERSITY PRESS, PRESS RD., NEASDEN, LONDON, NW19 0DD, ENGLAND.

20. FOREIGN FIRMS REPRESENTED: NONE PROVIDED.

21. A SEMI-AUTONOMOUS BUSINESS ENTITY OF UNIVERSITY OF GHANA, BOOKSHOP IS WELL-ESTABLISHED AND COMPETENTLY MANAGED. IN SPITE OF THE GENERALLY POOR TRADING CONDITIONS CREATED BY PERSISTENT FOREIGN EXCHANGE CONSTRAINTS, THE BOOKSHOP HAS EVIDENTLY PROGRESSED SATISFACTORILY DURING THE PAST FIVE YEARS. ANNUAL SALES ARE REPORTED TO HAVE INCREASED BY OVER 260 PERRSNT FROM CEDIS 300,000 (DOLS. 261,000) IN 1970 TO CEDIS 800,000 (DOLS. 696,000) IN 1975 AND ARE REPORTEDLY IMPROVING. UNIVERSITY BOOKSHOP HAS AN EXCELLENT REPUTATION AND IS CONSIDERED "GOOD FOR NORMAL BUSINESS TRANSACTIONS" BY A LOCAL BANKING REFERENCE. WE RECOMMEND IT AS SUITABLE CONTACT FOR INTERESTED U.S. FIRMS.

22. PREPARED BY: P.A. HENNISON APPROVED BY:A.L. GLAD

AT: AMERICAN EMBASSY, ACCRA.

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Margaret P. Grafeld
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